

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 01698 040915Z

10

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W

----- 041367

R 040819Z FEB 76

FM AMEMBASSY TOKYO

TO USDOC USTS WASHDC

INFO SECSTATE WASHDC 6640

UNCLAS TOKYO 1698

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: WEEKLY HIGHLIGHTS

SUMMARY: REPORT ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK
ENDING JANUARY 31. END SUMMARY.

JW-6-455. USTS/TOKYO HAS REACHED AGREEMENT ON VARIOUS MEDIA
PROJECTS THIS WEEK AS FOLLOWS:

1. THE ASAHI SHIMBUN, ONE OF JAPAN'S TOP FOUR NATIONAL DAILIES,
PLUS THE AFFILIATED ENGLIS-LANGUAGE ASAHI EVENING NEWS, FOR
PRODUCTION OF BICENTENNIAL USA TRAVEL INSERTS WORTH A TOTAL OF
DOLS106,000 IN PURE EDITORIAL CONTENT. WITH THIS PROJECT,
USTS/FEC HAVE SUCCEEDED IN SECURKNG MAJOR EDITORIAL PRJECTS
WITH THREE OF JAPAN'S FOUR TOPMOST DAILIES IN THE CURRENT FISCAL
YEAR.

2. THE 900,000-CIRCULATION NONNO WOMEN'S MAGAZINE FOR PRODUCTION
OF A 40-PAGE COLOR GRAVURE FEATURE ON WEST COAST ATTRACTIONS
WORTH DOLS200,000 FOR PUBLICATION IN MAY, THIS YEAR. THIS IS
THE THIRD MAJOR PROJECT TARGETING THE AFFLUENT YOUNG FEMALE
CONSUMER IN THE CURRENT FISCAL YEAR.

3. SKI JOURNAL MAGAZINE FOR PRODUCTION OF A SECOND EDITION OF
THE SNOWPLAY USA ANNUAL WORTH OVER DOLS190,000 IN PURE
EDITORIAL. SKI JOURNAL WILL ALSO OFFER USA WINTER SPORT
TOUR PACKAGES TO A TOTAL OF 300 CUSTOMERS WITH SCHEDULED
DEPARTURES BETWEEN JANUARR AND APRIL, NEXT YEAR. THIS IS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 01698 040915Z

THE NEWEST IN A SERIES OF MAJOR AIR AND PRINT MEDIA

PROJECTS TO "SELL" THE JAPAN CONSUMER ON USA WINTER SPRT
TOURS.
HODGSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INFORMATION MEDIA, TOURISM, NEWSPAPERS
Control Number: n/a
Copy: SINGLE
Draft Date: 04 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO01698
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760041-1062
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760281/aaaactol.tel
Line Count: 64
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: blochd0
Review Comment: n/a
Review Content Flags:
Review Date: 07 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 JUN 2004 by BrownAM>; APPROVED <03 DEC 2004 by blochd0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WEEKLY HIGHLIGHTS SUMMARY: REPORT ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK
TAGS: ETRD, JA, US
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006